

Message Text

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62

ORIGIN COME-00

INFO OCT-01 EUR-12 IO-10 ISO-00 EB-07 STR-04 TRSE-00 FEA-01

AGR-05 CEA-01 CIAE-00 DODE-00 FRB-03 H-02 INR-07

INT-05 L-03 LAB-04 NSAE-00 NSC-05 PA-01 AID-05

CIEP-01 SS-15 TAR-01 USIA-06 PRS-01 SP-02 OMB-01 /103 R

DRAFTED BY COM:IEPR:OTP:IND:VSAMMON

APPROVED BY EB/OT/TA:WGBARRACLOUGH

STATE:EB:OT:RMEYER

STATE:EUR:WE:EBIEGEL

STR:HLAWRENCE

TREAS:MCHAVES

COM:IEPR:OTP:TND:SCRAVEN

COM:IEPR:OTP:IND:ADAUMAN

COM:BDC:SBEVANS (INFO)

----- 114071

R 152306Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

INFO USMISSION EC BRUSSELS

USMISSION GENEVA

USDEL MTN GENEVA

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E.O. 11652: N/A

TAGS: BEXP, ETRD, GATT, FR

SUBJECT: APPARENT NTB AFFECTING MARKETING IN

--- FRANCE OF NON-EEC TOYS

REF: A) PARIS 22491

B) BRUSSELS 07867

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1. WE CONSIDER THE EXCLUSION FROM ADVERTISING ON FRENCH

GOVERNMENT-CONTROLLED TELEVISION OF TOYS PRODUCED BY NON-EEC MANUFACTURERS TO BE AN UNJUSTIFIABLE NTP WHICH SHOULD BE OPPOSED, SINCE IT MAY ADVERSELY AFFECT U.S. EFFORTS TO EXPAND EXPORTS OF TOYS TO FRANCE. FURTHERMORE, THE MEASURE COULD CREATE A PRECEDENT FOR EXCLUDING OTHER CONSUMER GOODS FROM TELEVISION ADVERTISING WITH POTENTIALLY GREATER EFFECTS ON TRADE. (U.S. TOY EXPORTS TO FRANCE IN 1974 AMOUNTED TO ABOUT \$15 MILLION, PRINCIPALLY IN COIN-OPERATED MACHINES. HOWEVER, U.S. TOY MANUFACTURERS AT MAY 1975 PARIS TRADE CENTER EXHIBITION REPORTED OPTIMISM OVER FRENCH MARKET POTENTIAL.)

2. THIS EXCLUSION, IF CONFIRMED, OF COMMERCIALS FOR NON-EEC TOYS CLEARLY VIOLATES THE NATIONAL TREATMENT

REQUIREMENT OF ARTICLE III.4 OF THE GATT. IT ALSO IMPAIRS TARIFF CONCESSIONS ACHIEVED IN THE DILLON AND KENNEDY ROUNDS.

3. ACTION: EMBASSY SHOULD MAKE REPRESENTATIONS TO APPROPRIATE FRENCH OFFICIALS STRESSING POINTS IN PARA 2 ABOVE AND REQUEST THAT MEASURE BE WITHDRAWN.

4. WASHINGTON WOULD ALSO APPRECIATE COPY OF RFP LETTER MENTIONED IN REF A IF AVAILABLE, AS WELL AS ANY FURTHER INFORMATION ON THE MEASURE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FOREIGN MARKETS, TRADE CONTROLS, TOYS, REGIONAL ORGANIZATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 15 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: greeneet
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: IEPR:OTP:IND:VSAMMON
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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ISecure: 1
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Previous Handling Restrictions: n/a
Reference: 75 PARIS 22491
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Review Date: 22 APR 2003
Review Event:
Review Exemptions: n/a
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Review Markings:

Margaret P. Grafeld
Declassified/Released
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EO Systematic Review
06 JUL 2006

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Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: APPARENT NTB AFFECTING MARKETING IN --- FRANCE OF NON-EEC TOYS
TAGS: BEXP, ETRD, FR, GATT, EEC
To: PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006